

FIG. 1

10

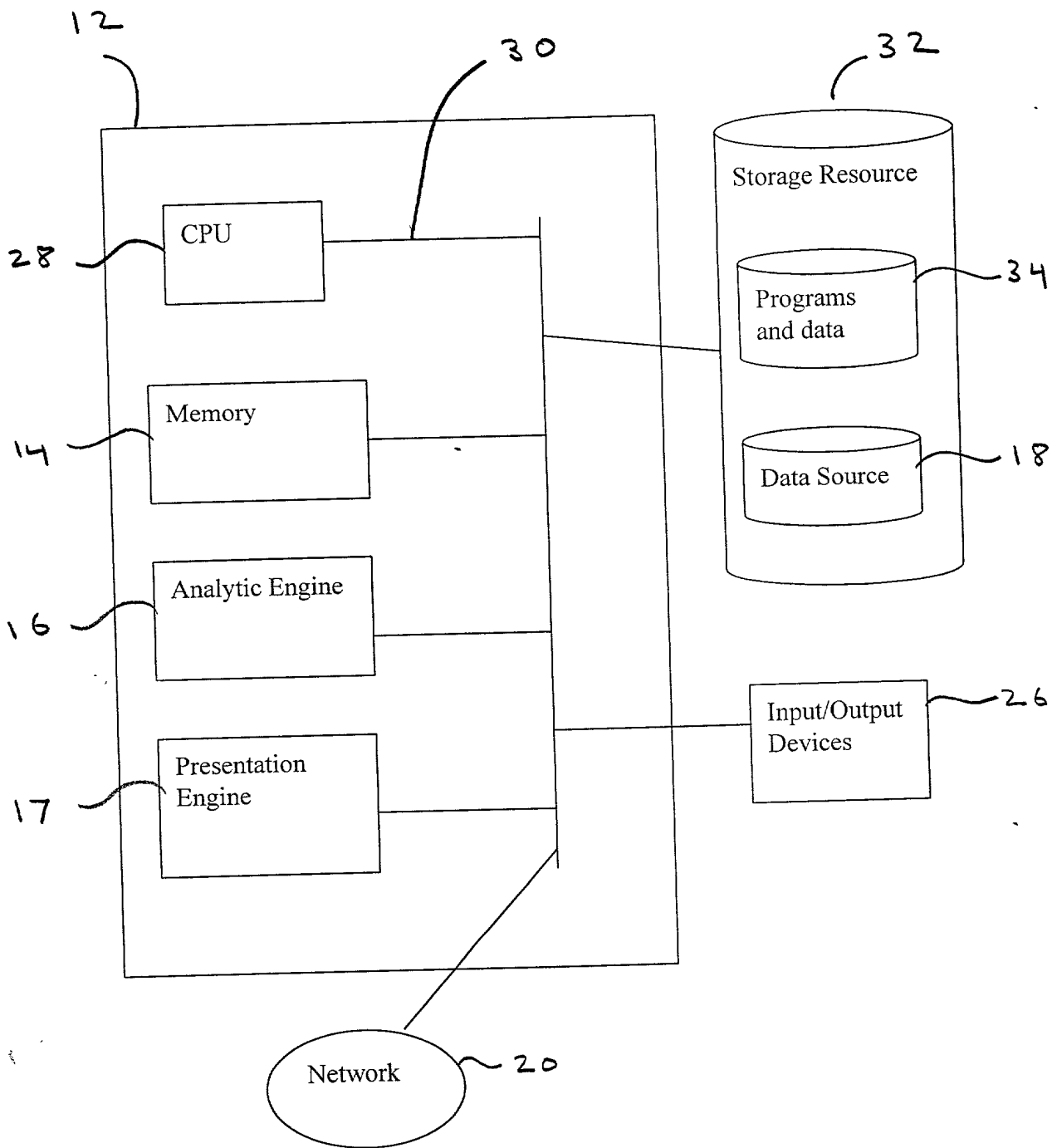


FIG. 2

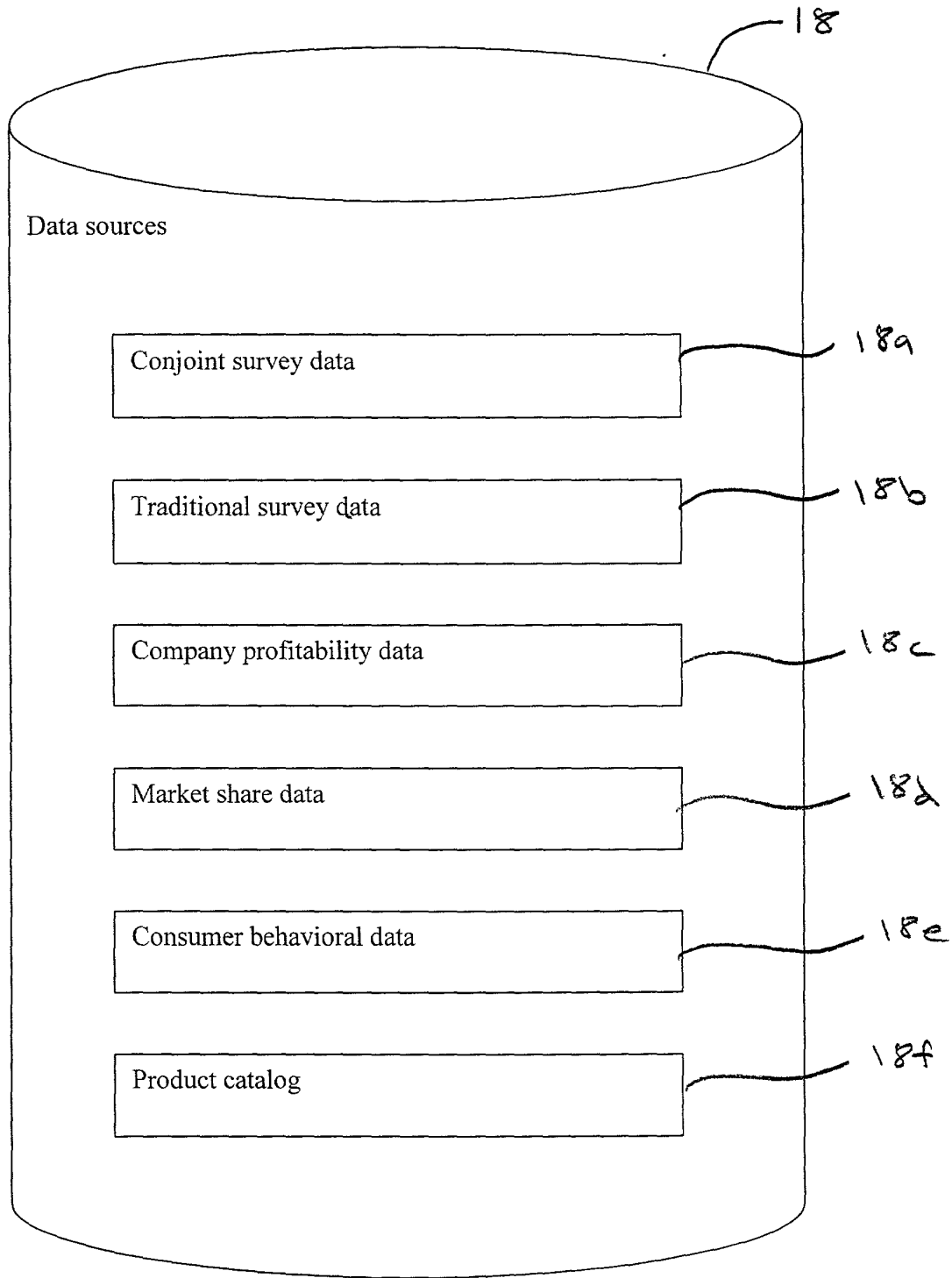
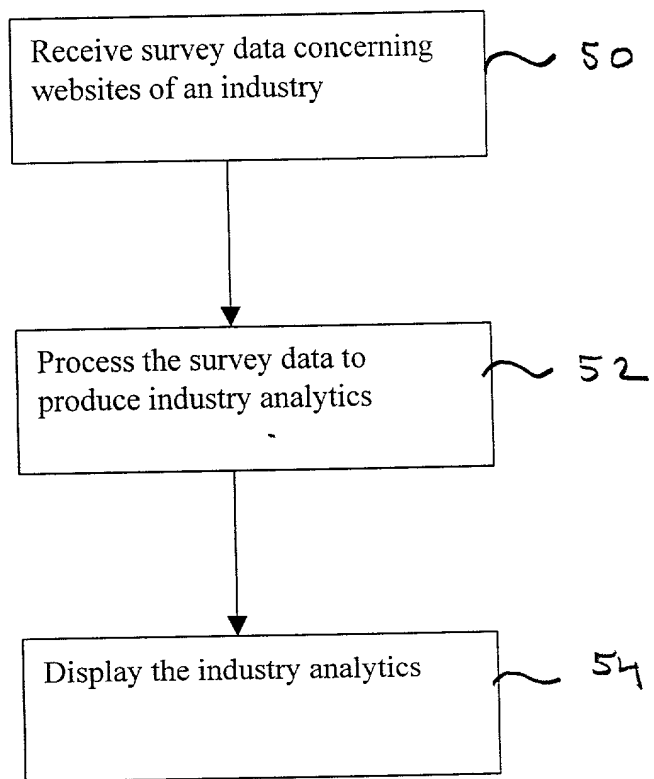


FIG. 3

100220-5550660



**FIG. 4**

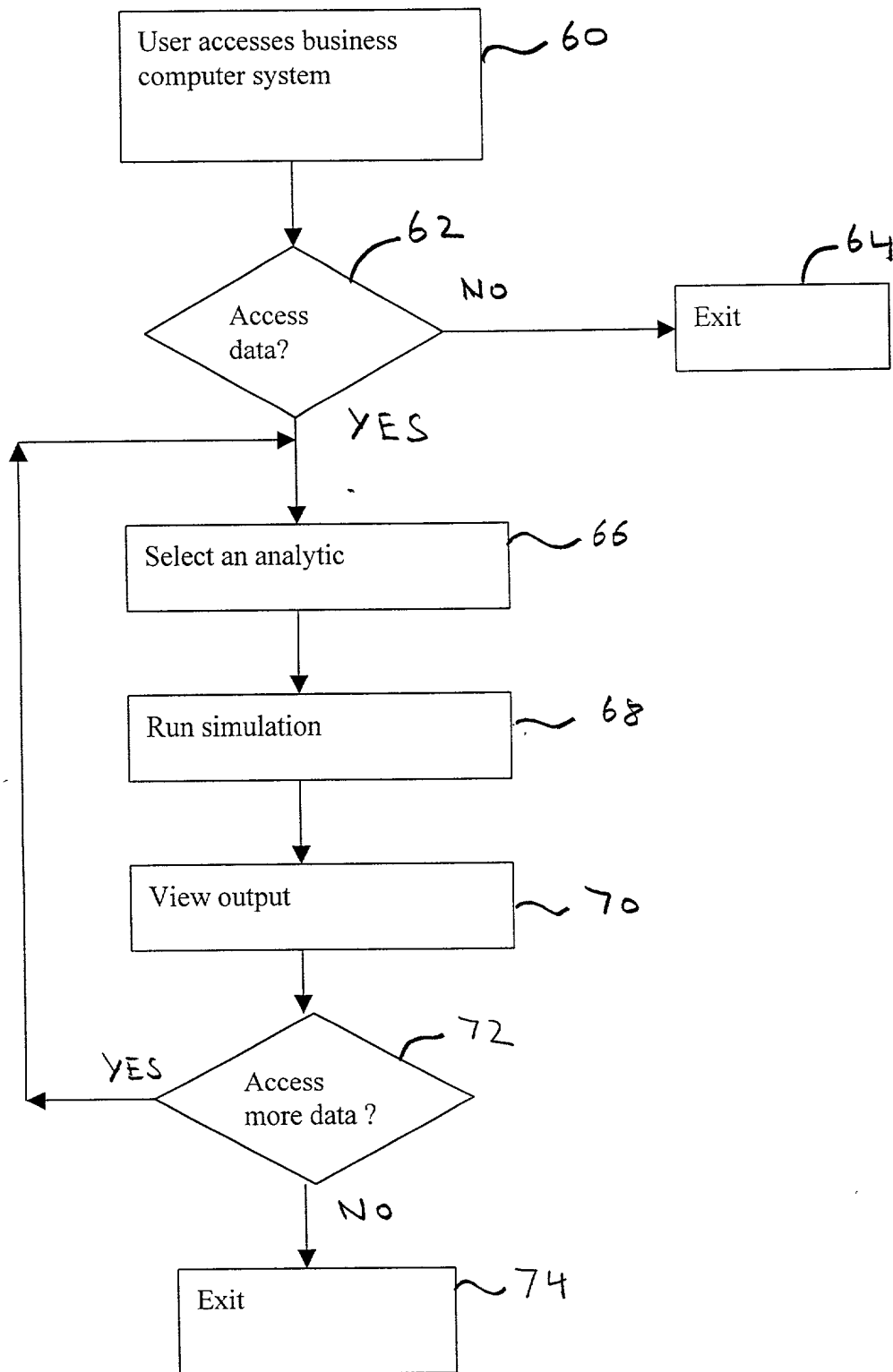
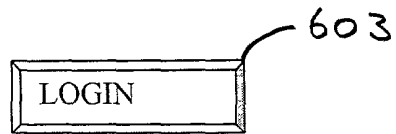
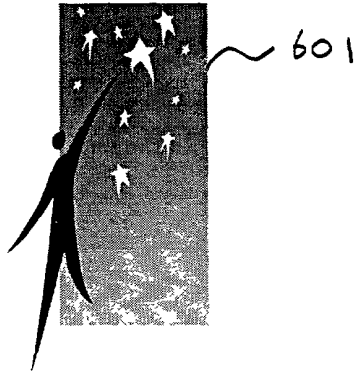


FIG. 5



602

Welcome to the Marketing Decision Toolkit. This toolkit will provide the user with marketing analytics based on website industry information. Armed with these analytics, the marketing professional is able to make effective marketing decisions.



FIG. 6A

Access Data?

YES NO

611

612

Total Utility (overall score)	612a
Improvement Opportunity Simulations	612b
Total Utility (By parameter)	
Total Utility Trend Analysis	
Attribute Importance Scores	
Top and Bottom 3 Improvement Opportunities	
Competitive Advantages and Opportunities	
Marketing Funnel	

610

FIG. 6B

# Total Utility

Across all parameters

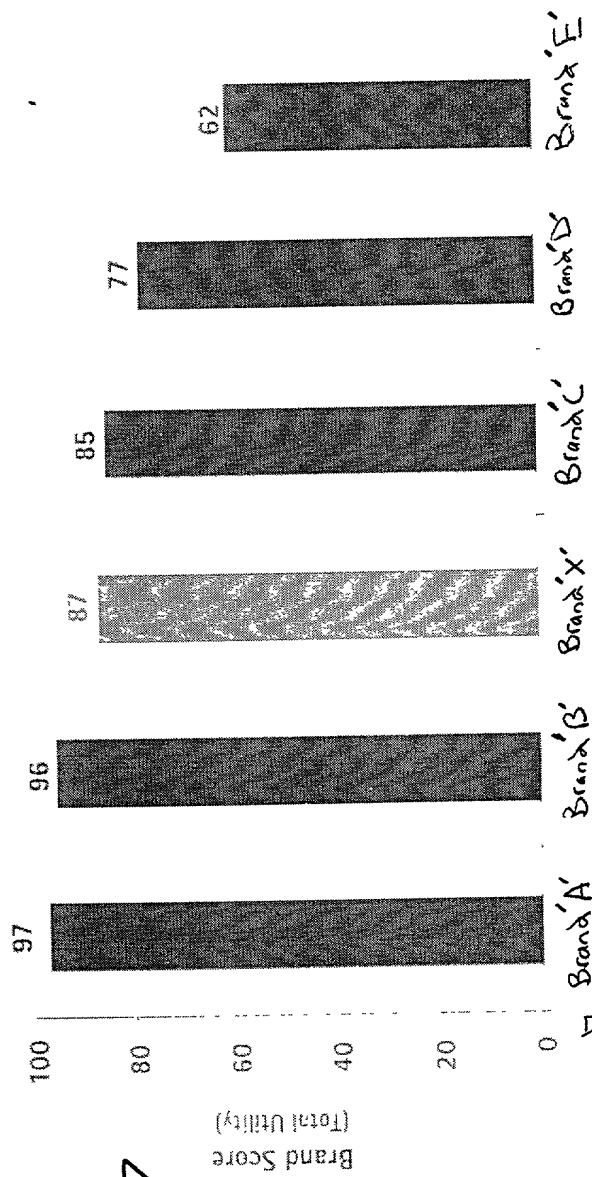


FIG. 6C

# Improvement Opportunity Simulations

634

632

630

Product Information Basic Product Information Detailed Product Information Run Simulation

635

- Market Share
- Consumer Preference
- Profitability
- Price premium with constant market share
- Incremental profit from price increase

Current Level	Simulation Level	Change
30	32	+2 points
70	73	+3 points
\$300 million	\$301 million	\$1 million
\$4.10	\$4.20	\$0.10
		\$1.2 million

FIG. 6D

# Total Utility

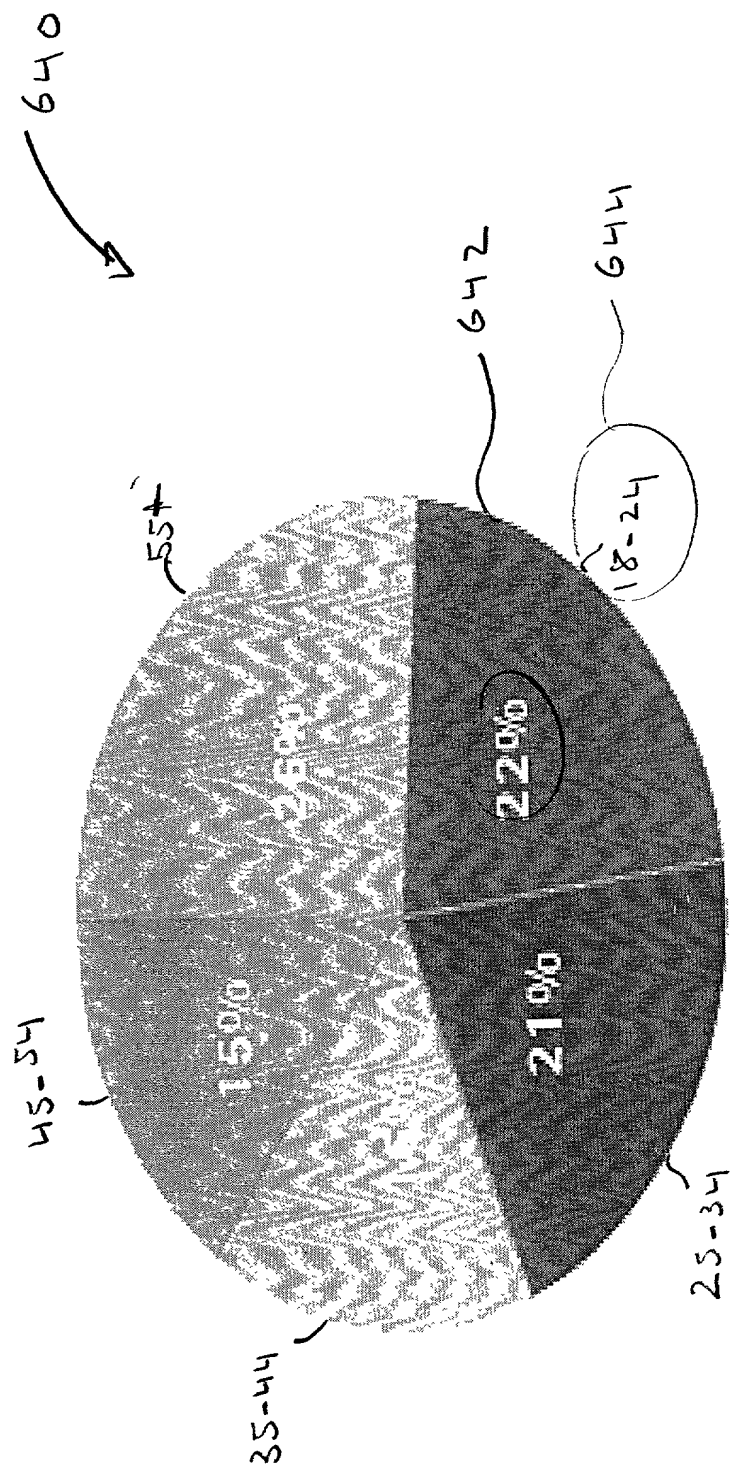


FIG. 6E

# Total Utility Trend Analysis

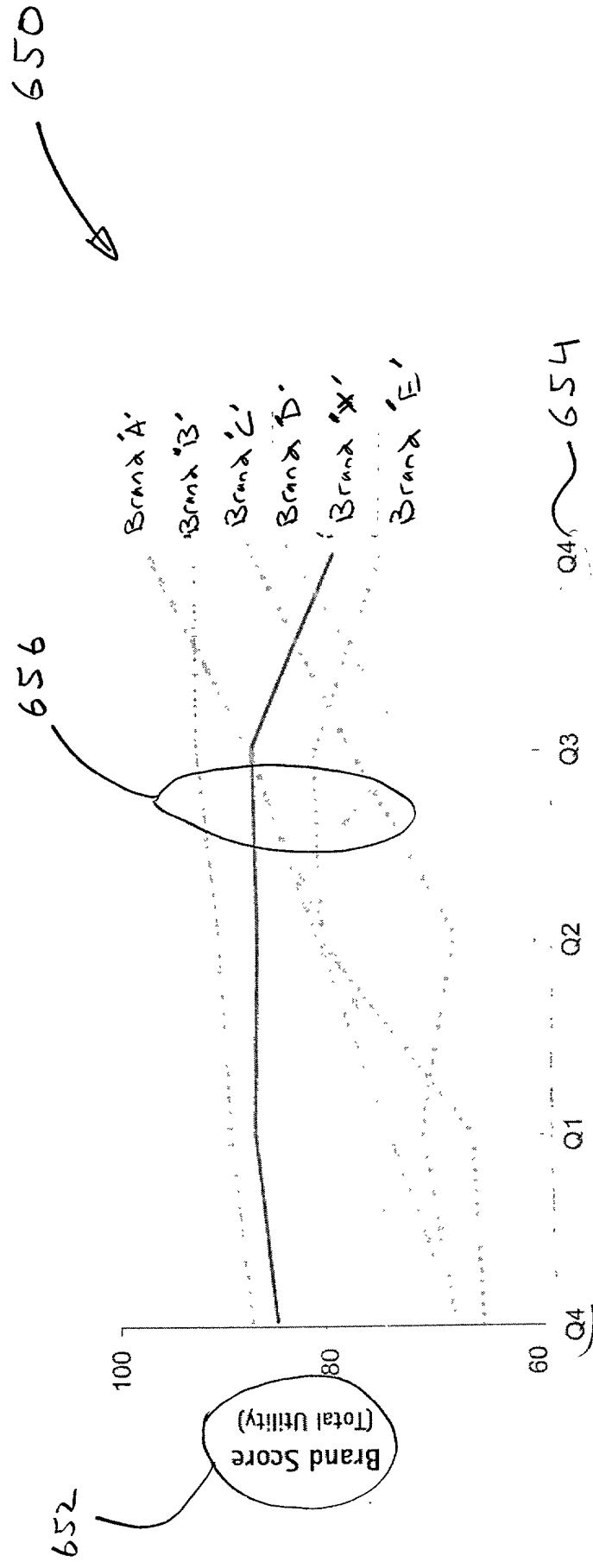


FIG. 6F

# Attribute Importance Scores

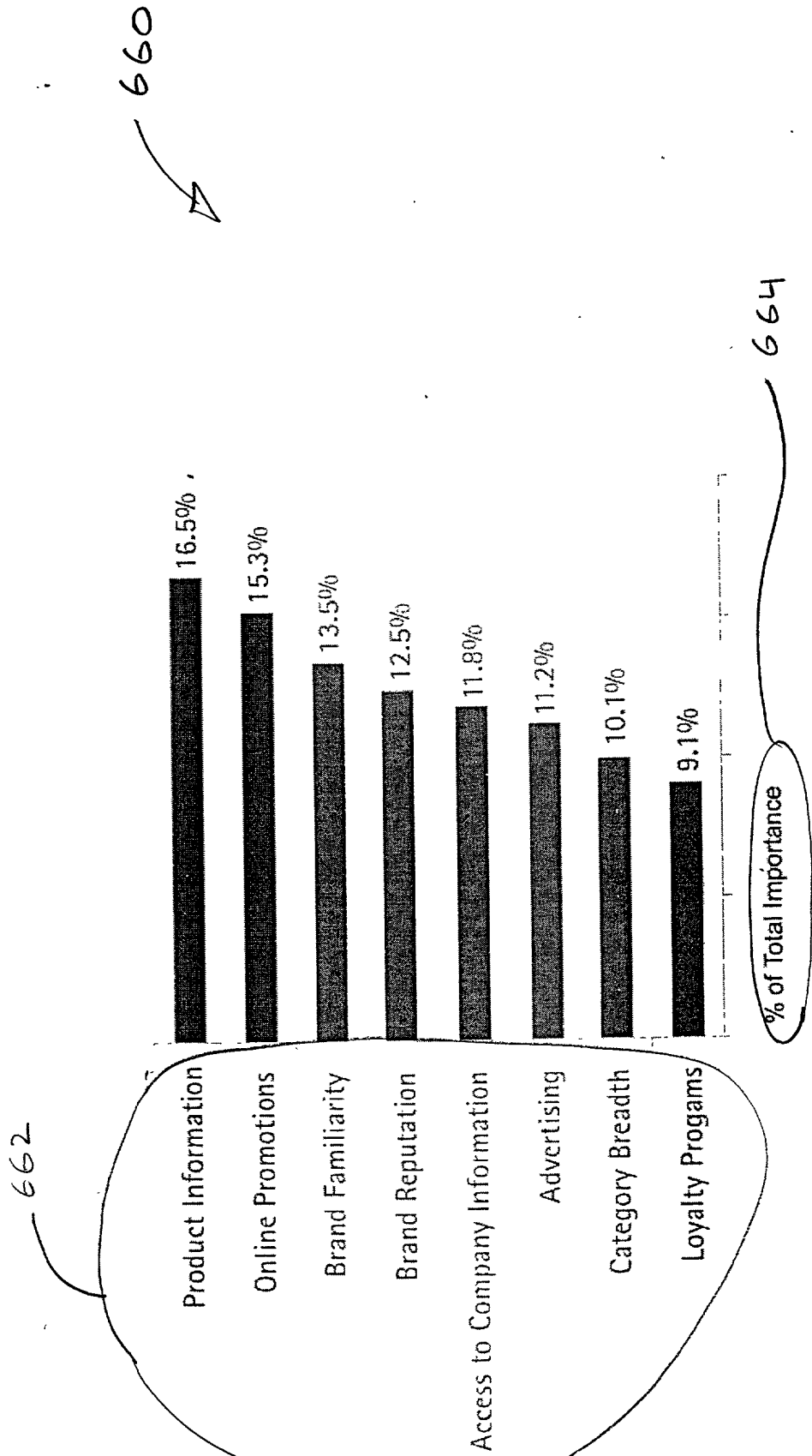


FIG. 60

# Top and Bottom 3 Improvement Opportunities

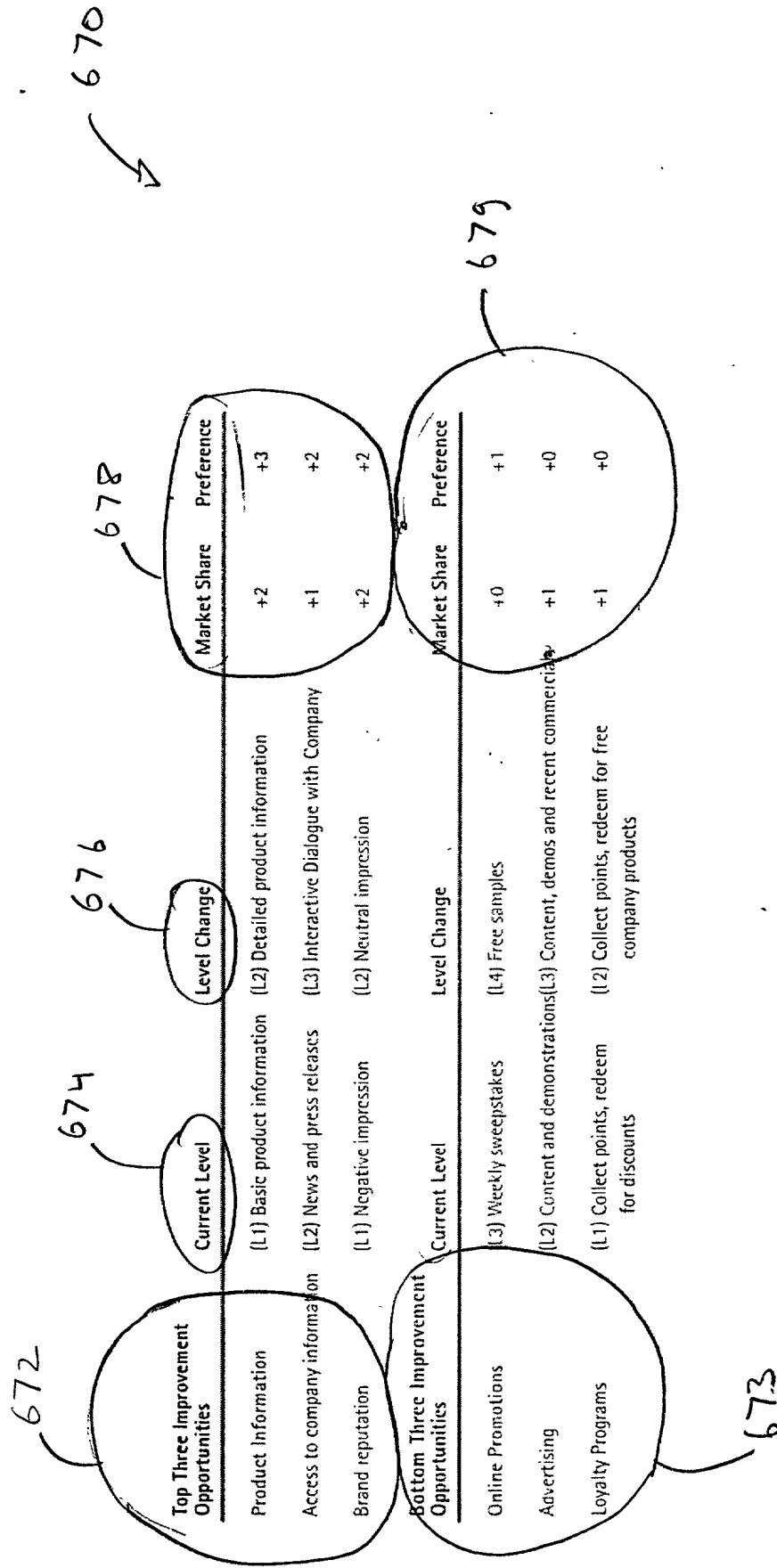


FIG. 6H

# Competitive Advantages and Opportunities

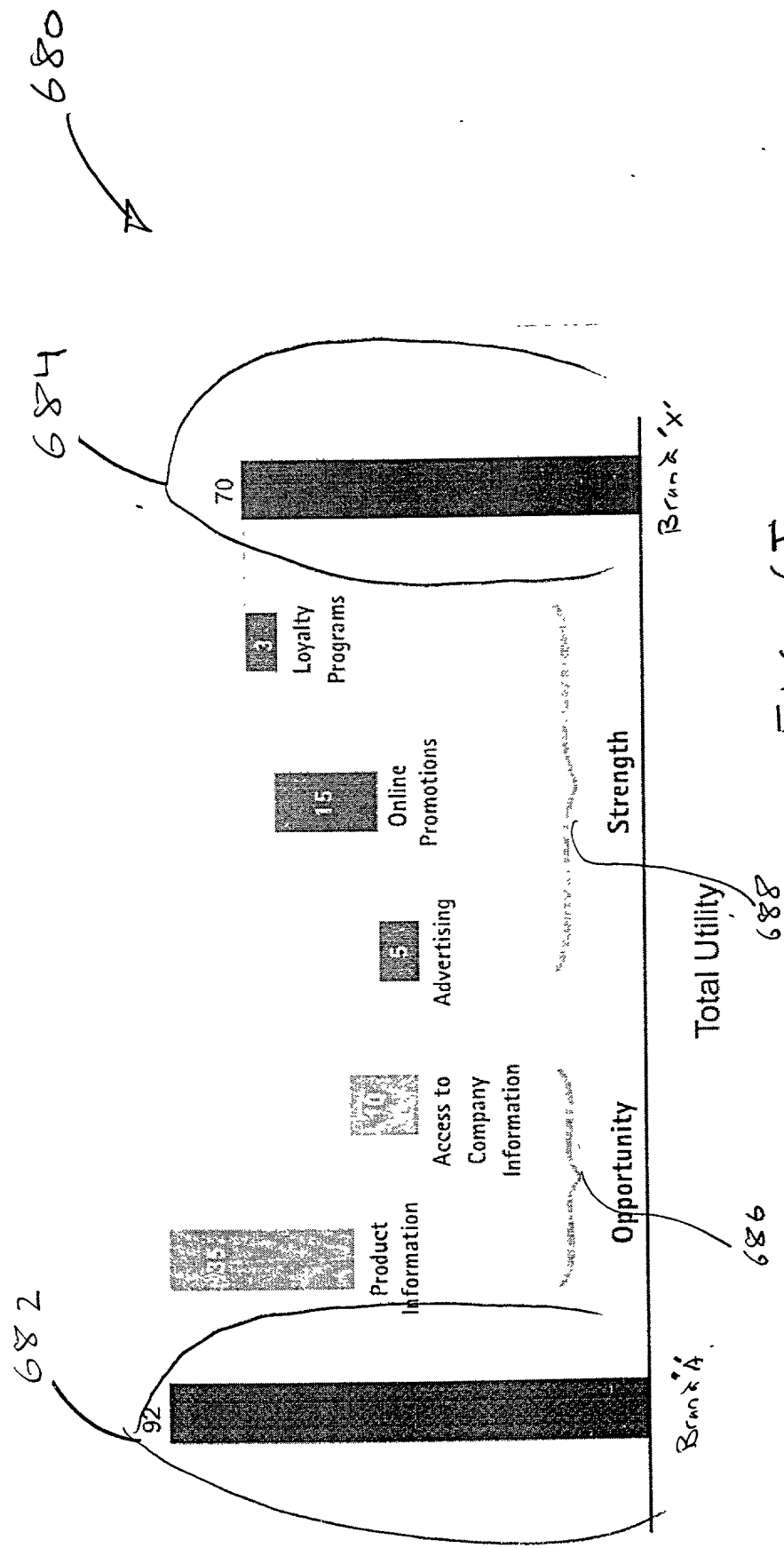
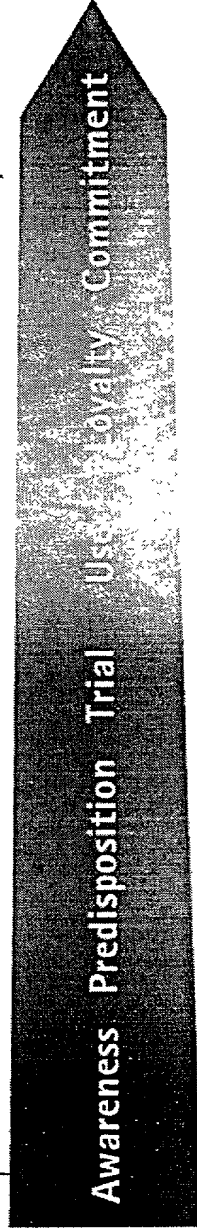


FIG. 6I

# Marketing Funnel

694



690



692

60	48	20	15	8	5
80	67	55	39	20	12

FIG. 63